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**1 Impedance coupling in content-targeted advertising**

 Berthier Ribeiro-Neto, Marco Cristo, Paulo B. Golgher, Edilene Silva de Mous  
 August 2005 **SIGIR '05: Proceedings of the 28th annual international ACM development in information retrieval**

**Publisher:** ACM 

Full text available:  Pdf (548.23 KB)

Additional Information: full citation, ab:

**Bibliometrics:** Downloads (6 Weeks): 22, Downloads (12 Months): 190, Downl

The current boom of the Web is associated with the revenues originated from advertising is dominant, the association of ads with a Web page (during important. In this work, ...

**Keywords:** Bayesian networks, advertising, kNN, web

**2 Finding keyword from online broadcasting content for targeted advertising**

 Hua Li, Duo Zhang, Jian Hu, Hua-Jun Zeng, Zheng Chen  
 August 2007 **ADKDD '07: Proceedings of the 1st international workshop o advertising**

**Publisher:** ACM 

Full text available:  Pdf (511.58 KB)

Additional Information: full citation, ab:

**Bibliometrics:** Downloads (6 Weeks): 13, Downloads (12 Months): 123, Downl

Content targeted advertising has been a successful way of delivering ad find keywords from the webpage a user is browsing. However, existing keywords from online ...

**Keywords:** information extraction, keyword extraction, sequential patt

**3 Targeted advertising with inventory management**

 David Maxwell Chickering, David Heckerman  
 October 2000 **EC '00: Proceedings of the 2nd ACM conference on Electronic**

**Publisher:** ACM 

Full text available:  Pdf (146.21 KB)

Additional Information: full citation, ab:

**Bibliometrics:** Downloads (6 Weeks): 1, Downloads (12 Months): 24, Downloa

**4 Probabilistic latent semantic user segmentation for behavioral target**

Xiaohui Wu, Jun Yan, Ning Liu, Shuicheng Yan, Ying Chen, Zheng Chen  
June 2009 **ADKDD '09: Proceedings of the Third International Workshop on Advertising**

Publisher: ACM [Request Permissions](#)

Full text available: [PDF](#) (310.63 KB)

Additional Information: [full citation](#), [bibTeX](#)

**Bibliometrics:** Downloads (6 Weeks): 12, Downloads (12 Months): 114, Download links

Behavioral Targeting (BT), which aims to deliver the most appropriate ads to users based on their interests, has been attracting much attention in online advertising market. A key challenge is how to effectively deliver ads to the right users at the right time.

**Keywords:** behavioral targeting (BT), probabilistic latent semantic analysis, user modeling, personalized advertising

**5 Psychologically targeted persuasive advertising and product information**

Timo Saari, Niklas Rayaja, Jari Laarni, Marko Turpeinen, Kari Kallinan  
March 2004 **ICEC '04: Proceedings of the 6th international conference on E-commerce**

Publisher: ACM

Full text available: [PDF](#) (336.91 KB)

Additional Information: [full citation](#), [bibTeX](#)

**Bibliometrics:** Downloads (6 Weeks): 26, Downloads (12 Months): 187, Download links

In this paper, we describe a framework for a personalization system to: 1) detect user's psychological state; 2) identify user's attention related states and promote information processing in viewers' mind; 3) provide information. Psychological ...

**Keywords:** advertising, e-commerce, personalization, emotion, persuasion, consumer behavior

**6 Using data mining to profile TV viewers**

William E. Spangler, Mordechai Gal-Or, Jerrold H. May  
December 2003 **Communications of the ACM**, Volume 46 Issue 12

Publisher: ACM [Request Permissions](#)

Full text available: [HTML](#) (29.31 KB), [PDF](#) (109.63 KB) Additional Information: [full citation](#), [bibTeX](#)

**Bibliometrics:** Downloads (6 Weeks): 12, Downloads (12 Months): 171, Download links

Mining thousands of viewing choices and millions of patterns, advertiser characteristics, tastes, and desires to create and deliver custom targeted advertisements.

**7 Pervasive symbiotic advertising**

C. Narayanaswami, D. Cofman, M. C. Lee, Y. S. Moon, J. H. Han, H. K. Jarvenpaa, W. Park, D. Soroker  
February 2008 **HotMobile '08: Proceedings of the 9th workshop on Mobile computing systems, applications, and services**

Publisher: ACM [Request Permissions](#)

Full text available: [PDF](#) (1.85 MB) Additional Information: [full citation](#), [bibTeX](#)

**Bibliometrics:** Downloads (6 Weeks): 16, Downloads (12 Months): 146, Download links

The proliferation of powerful mobile devices and the deployment of large-scale mobile networks have created many exciting opportunities in personalized and targeted advertising. Advertisers can now target specific individuals based on their location, interests, and behaviors.

**Keywords:** advertising, pervasive computing, privacy, security, symbic

- 8 Argo: intelligent advertising by mining a user's interest from his photo**

Xin-Jing Wang, Mo Yu, Lei Zhang, Rui Cai, Wei-Ying Ma

June 2009 **ADKDD '09: Proceedings of the Third International Workshop on Advertising**

**Publisher:** ACM  [Request Permissions](#)

Full text available:  [Pdf \(1.73 MB\)](#)

Additional Information: [full citation](#), [ab](#)

**Bibliometrics:** Downloads (6 Weeks): 20, Downloads (12 Months): 105, Downl

In this paper, we introduce a system named Argo which provides intelligent collections. Based on the intuition that user-generated photos imply user-targeted ads, ...

**Keywords:** image understanding, photo monetization, user interest m

- 9 An investigation into search engines as a form of targeted advert del**

Melius Weideman, Timothy Haig-Smith

September 2002 **SAICSI T '02: Proceedings of the 2002 annual research conference on computer scientists and information technologists on Enab**

**Publisher:** South African Institute for Computer Scientists and Information Techno

Full text available:  [Pdf \(100.23 KB\)](#)

Additional Information: [full citation](#), [ab](#)

**Bibliometrics:** Downloads (6 Weeks): 10, Downloads (12 Months): 70, Downlo

The process of marketing encompasses three functions: to inform, remind, and signify a dawn of a new age of marketing; a low cost form of marketing further be said ...

**Keywords:** interface, internet, search engine, searching

- 10 Finding advertising keywords on video scripts**

Jung-Tae Lee, Hyungdong Lee, Hee-Seon Park, Young-In Song, Hae-Chang Park

July 2009 **SIGIR '09: Proceedings of the 32nd international ACM SIGIR conference on information retrieval**

**Publisher:** ACM

Full text available:  [Pdf \(338.58 KB\)](#)

Additional Information: [full citation](#), [ab](#)

**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 170, Downl

A key to success to contextual in-video advertising is finding advertising there has been little literature in the area so far. This paper presents so system that ...

**Keywords:** contextual in-video advertising, keyword extraction

- 11 How much can behavioral targeting help online advertising?**

Jun Yan, Ning Liu, Gang Wang, Wen Zhang, Yun Jiang, Zheng Chen

April 2009 **WWW '09: Proceedings of the 18th international conference on World Wide Web**

**Publisher:** ACM

Full text available: Pdf (3.34 MB)

Additional Information: full citation, ab

**Bibliometrics:** Downloads (6 Weeks): 60, Downloads (12 Months): 391, Downl

Behavioral Targeting (BT) is a technique used by online advertisers to identify users based on their past behavior. It is playing an increasingly important role in the online advertising market, especially when looking ...

**Keywords:** behavioral targeting (bt), click-through rate (ctr), online advertising**12 Learning to advertise** Anisio Lacerda, Marco Cristo, Marcos André Gonçalves, Weiguo Fan, Nivio Zilberman, August 2006 **SI GIR '06: Proceedings of the 29th annual international ACM SIGIR conference on research and development in information retrieval****Publisher:** ACM 

Full text available: Pdf (377.53 KB)

Additional Information: full citation, ab

**Bibliometrics:** Downloads (6 Weeks): 26, Downloads (12 Months): 217, Downl

Content-targeted advertising, the task of automatically associating ads with user profiles, has become a key component of the monetization strategy nowadays. Further, it introduces new challenging questions. For instance, how ...

**Keywords:** genetic programming, web advertising**13 Fighting online click-fraud using bluff ads** Hamed Haddadi, April 2010 **SI GCOMM Computer Communication Review**, Volume 40 Issue 1**Publisher:** ACM

Full text available: Pdf (227.36 KB)

Additional Information: full citation, ab

**Bibliometrics:** Downloads (6 Weeks): 31, Downloads (12 Months): 39, Downlo

Online advertising is currently the richest source of revenue for many Internet businesses, specialized websites and modern profiling techniques have made it easier for ad brokers from ...

**Keywords:** advertising, click-fraud**14 Shaping how advertisers see me: user views on implicit and explicit user models** Dagmar Kern, Michael Harding, Oliver Storz, Nigel Davis, Albrecht Schmidt, April 2008 **CHI '08: CHI '08 extended abstracts on Human factors in computing****Publisher:** ACM 

Full text available: Pdf (503.90 KB)

Additional Information: full citation, ab

**Bibliometrics:** Downloads (6 Weeks): 19, Downloads (12 Months): 122, Downl

Public electronic displays are increasingly used for advertising. In a drive to make the most of these displays, advertisers and researchers are exploring the creation of systems that can automatically ...

**Keywords:** advertising, privacy, public displays, user profiles

**15 Scalable ranked publish/subscribe**

 Ashwin Machanavajjhala, Erik Vee, Minos Garofalakis, Jayavel Shanmugam

August 2008 **Proceedings of the VLDB Endowment**, Volume 1 Issue 1

**Publisher:** VLDB Endowment

Full text available:  Pdf (577.85 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 8, Downloads (12 Months): 60, Download

Publish/subscribe (pub/sub) systems are designed to efficiently match information providers (publishers) of subscriptions (e.g., trader profiles specifying quotes of interest). How simple binary ...

**16 A Design of Client Side Information Management Method for Web Services**

 Hajime Hotta, Takashi Nozawa, Masafumi Hagihara

November 2007 **WI-IATW '07: Proceedings of the 2007 IEEE/WIC/ACM International Conference on Intelligent Agent Technology - Workshops**

**Publisher:** IEEE Computer Society

Full text available:  Pdf (384.88 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 3, Downloads (12 Months): 3, Download

In this paper, we propose a client side information management method for personalization. Personalization is one of the most challenging topics of the web technology (landing page optimization). ...

**Keywords:** Masuupp personalization HTTP Cookie

**17 Stopping spyware at the gate: a user study of privacy notice and spyware detection**

 Nathaniel Good, Pachna Dhamija, Jens Grossklags, David Thaw, Steven Aronoff

July 2005 **SOUPS '05: Proceedings of the 2005 symposium on Usable privacy and security**

**Publisher:** ACM

Full text available:  Pdf (395.23 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 126, Download

Spyware is a significant problem for most computer users. The term "spyware" refers to computer software that tracks user activities online without their knowledge or consent. Spyware can engage in other types ...

**Keywords:** EULA, ToS, end user license agreement, notice, privacy, security

**18 On-line discovery of hot motion paths**

 Dimitris Sacharidis, Kostas Patroumpas, Manolis Terrovitis, Verena Kantere, Sotiris

March 2008 **EDBT '08: Proceedings of the 11th international conference on database technology**

**Publisher:** ACM

Full text available:  Pdf (778.14 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 73, Download

We consider an environment of numerous moving objects, equipped with communicating with a central coordinator. In this setting, we investigate, i.e., routes frequently ...

- 19** Multi-scale characterization of social network dynamics in the blogosphere

Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan Seligman  
October 2008 **CIKM '08: Proceeding of the 17th ACM conference on Information and knowledge management**

Publisher: ACM Request Permissions

Full text available: Pdf (338.06 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 92, Download Rank: 1000

We have developed a computational framework to characterize social network dynamics at multiple levels, ranging from individual user behavior to group and community levels. Such characterization could be used by companies to track the ...

**Keywords:** blogosphere, community, multi-scale characterization, social network analysis

- 20** Can blog communication dynamics be correlated with stock market dynamics?

Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan Seligman  
June 2008 **HT '08: Proceedings of the nineteenth ACM conference on Hypermedia and interactivity on the web**

Publisher: ACM Request Permissions

Full text available: Pdf (456.87 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 16, Downloads (12 Months): 117, Download Rank: 1000

In this paper, we develop a simple model to study and analyze communication dynamics in the blogosphere. We study these dynamics to determine interesting correlations with stock market dynamics, and to predict targeted advertising on the web as well ...

**Keywords:** blogosphere, communication dynamics, information roles, stock market, regression

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